



2025 Board of Directors Election Candidate Bio

Name	Running for the position of	Residence
Joni McPhail	Regional Director Ontario (2-year term) Director-at-Large (2-year term)	Oakville, Ontario

Relevant Education, Career and Volunteer Experience:

I began skating at six in Richmond, BC and won the Canadian Championships in 1976. After retiring from competitive skating due to injuries, I pursued a career in travel and tourism while starting a family. However, my passion for the sport brought me back to figure skating as a coach.

As a coach, I worked with skaters at all levels, from Learn to Skate to High Performance, across multiple Sections while moving across the country. After my third breast cancer diagnosis, I had to pause my coaching career, which led me to transition into an administrative role. I became the High-Performance Director of the BC Section, contributing to the growth and development of competitive skating during significant change.

Returning to Ontario, I resumed coaching and joined Skate Oakville as Skating Director after my daughters left for university. My role evolved into Executive Director, where I worked with a motivated Board of Directors to shift the club's culture and operations. During our relocation to a new facility, we took the opportunity to rebrand, redefine our mission and values, and create a fresh identity. This transformation helped Skate Oakville become one of the largest clubs in Canada. Key achievements include developing a strong team culture among 50+ coaches and full-time staff, building a nationally and internationally recognized competitive program, and expanding a thriving synchro program with teams at all levels.

Beyond my club and Section involvement, I have served two terms on the Skate Canada Board of Directors, gaining valuable experience in governance, strategic planning, and national sports administration. Additionally, I have been involved in Skate Canada's live streaming and production at National and International events for over a decade. I have provided insight into how technology can enhance opportunities for athletes, coaches, and volunteers across all Sections and levels.

Experience Relevant to the Skate Canada Board of Directors

My experience as a coach and administrator, combined with my ability to think creatively and develop innovative approaches to skating at all levels and disciplines, makes me a strong candidate for the Skate Canada Board of Directors. I have worked extensively with boards within skating and other fields, enjoying the process of strategic planning and ensuring that procedures and operations align with organizational goals. I am committed to engaging with key internal and external stakeholders to implement best practices and build progressive, successful delivery models.

One of my key achievements was facilitating a partnership between the Town of Oakville, facility management, and Skate Canada to bring the Autumn Classic Invitational to Oakville. This experience led to



my appointment to the Visit Oakville Partnership Advisory Committee, where I continue contributing to the growth of sport tourism in the community.

My strengths include vision, strategic planning, operational oversight, and relationship-building. Having lived and worked across the country, I understand each Section's unique challenges and differences.

Beyond my experience, my greatest asset is my passion for the sport. I deeply understand skating at all levels—from grassroots to high performance—as well as coaching, event management, and program development. My goal is to foster a lifelong love of skating, both on and off the ice, and contribute meaningfully to the sport daily.

Areas of Interest Within Skate Canada:

I would happily contribute to any area of the Board, but my strengths and interests remain in membership. Focusing on the continued growth and development of our programs, events, and support for athletes, coaches, clubs, and volunteers is crucial for our continued success.

With experience across all levels and disciplines nationwide, I look forward to collaborating on strategies that strengthen our skating community and create meaningful opportunities for all members. I am grateful for the chance to give back to the sport that has given me so much.

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